

## DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled System And Method For Interactive, Computer Assisted Personalization Of On-Line Merchandise Purchases the specification of which is attached hereto and which claims the benefit of the July 20, 1999 filing date of Provisional U.S. Patent Application Serial No. 60/144,712.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclosure information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certification having a filing date before that of the application on which priority is claimed:

None

I hereby claim the benefit under Title 35, United States Code, Section 1.20 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 1.12, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

None

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code

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and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

And I hereby appoint: Jean-Marc Zimmerman (Reg. No. 36,978), whose address is 226 St. Paul Street, Westfield, New Jersey 07090 and whose telephone number is (908) 654-8000, my attorney with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Direct correspondence and telephone calls to:  
Full name of inventor:

Jean-Marc Zimmerman  
Dr. Catherine Lin-Hendel, Ph. D.

Inventor's Signature:

*Catherine Lin-Hendel*

Date:

7/18/2000

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Citizenship:

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same as above